

Board of Chiropractic Examiners

2525 Natomas Park Drive, Suite 260
Sacramento, California 95833-2931
Telephone (916) 263-5355 FAX (916) 263-5369
CA Relay Service TT/TDD (800) 735-2929
Consumer Complaint Hotline (866) 543-1311
www.chiro.ca.gov



Notice Regarding Advertising Complaints

Guidelines

Because of problems experienced in processing advertising complaints, the Board is no longer accepting complaints that do not contain original advertising copy accompanied by information clearly identifying the publication in which the advertisement appeared, and the date of that publication. To ensure proper processing of advertising complaints, the following guidelines must be followed:

1. Send the original copy of the advertisement. Photocopies will not be accepted, except in the case of Yellow Page advertising.
2. When possible, send the entire page of the newspaper or magazine so the advertisement may be seen in context.
3. Be sure the material accompanying the complaint includes the following:
 - ! **Newspaper** advertising must include a masthead which gives the name of the paper and the issue date.
 - ! **Magazine** advertising must include the issue cover or title page if the magazine name and issue are not printed on the page containing the advertisement.
 - ! **Yellow Page** advertising must include a copy of the telephone book cover identifying the city, volume and year of publication.

Complaint Resubmission

Complaints not conforming to the above guidelines will be returned for resubmittal. Anonymous advertising complaints that do not provide the required information *will not be processed*.